Message Text

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PAGE 01 MOSCOW 08438 042005Z

16

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TAGS: ETRD EGEN UR US

SUBJECT: VISIT OF PEPSI-COLA BOARD OF DIRECTORS TO USSR

REF: MOSCOW A-176

- 1. PRAVDA JUNE 4 CARRIES FRONT-PAGE, THREE-COLUMN WIDE ANNOUNCEMENT OF BREZHNEV MEETING JUNE 3 WITH DON KENDALL, CHAIRMAN OF BOARD OF PEPSI-COLA CORPORATION AND CO-CHAIRMAN OF AMERICAN-SOVIET TRADE AND ECONOMIC COUNCIL. CONVERSATION, WHICH DESCRIBED AS TAKING PLACE IN FRIENDLY AND CONSTRUCTIVE SPIRIT, CONCERNED WITHFURTHER DEVELOPMENT OF MUTUALLY ADVANTAGEOUS ECONOMIC AND COMMERCIAL RELATIONS BETWEEN US AND USSR. ALSO TAKING PART IN TALKS WERE V. S. ALKHIMOV, DEPUTY MINISTER OF FOREIGN TRADE, AND A. M. ALEKSANDROV, ASSISTANT TO BREZHNEV.
- 2. KENDALL MEETING WITH BREZHNEV CAPPED WEEK-LONG VISIT TO USSR BY PEPSI-COLA BOARD OF DIRECTORS WHICH IN THIS PERIOD LIMITED OFFICIAL USE

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OF DETENTE AND IMPROVED US-SOVIET ECONOMIC RELATIONS HAS

ATTRACTED LITTLE ATTENTION, BUT JUST TWO YEARS AGO WOULD HAVE BEEN REGARDED AS BREAKING NEW RECORDS. KENDALL AND WIFE, ACCOMPANID BY MEMBERS OF PEPSI COLA BOARD WITH THEIR WIVES, ARRIVED MOSCOW MAY 28/29. ON MAY 29 THEY ATTENDED OPENING IN MOSCOW OF PEPSI-FINANCED EXHIBITION OF PAINTINGS OF AMERICAN ARTIST ERIC SLOANE. ON MAY 30 GROUP FLEW TO KRASNODAR NEAR BLACK SEA AND ON MAY 31 THEY ATTENDED CEREMONIES FORMALLY OPENING FIRST PEPSI-COLA PLANT IN USSR AT NOVOROSSIYSK. PLANT HAS ALREADY BEEN OPERATING FOR SEVERAL WEEKS AND IS REPORTEDLY TURNING OUT 80,000 BOTTLES PER DAY. SOVIET-MADE PEPSI IS SELLING IN BLACK SEA AREA FOR 40 KOPECKS PER BOTTLE, WHICH INCLUDES NINE KOPECK DEPOSIT.

3. LATER, ON MAY 31, FORMAL MEETING OF PEPSI-COLA BOARD OF DIRECTORS TOOK PACE AT ABRAU-DURS9, A CHAMPAGNE INDUSTRY CENTER NOT FAR FROM NOVOROSSIYSK. PEPSI COLA IS BUYING SOME OF BEST SOVIET CHAMPAGNE FOR FUTURE SALE IN US. REMAINDER OF TRIP INCLUDED VISITS TO SOCHI AND LENINGRAD AND KENDALL MEETING IN MOSCOW WITH TOP OFFICIALS OF MINISTRIES OF FOREIGN TRADE AND FOOD INDUSTRYPRIOR TO MEETING WITH BREZHNEV ON JUNE 3.

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